

FOR IMMEDIATE RELEASE
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Total Career Success with Ken & Sheryl Dawson —
VOICEAMERICA INTERNET RADIO

July 20, 2009 Show Features Keith Ferrazzi, Best Selling Author of
“Who’s Got Your Back” – The Breakthrough Program on
Relationships that Won’t Let You Fail!

Houston, TX – [Keith Ferrazzi](#) is the world’s foremost expert on professional relationship development and the NYT #1 bestselling author of *Who’s Got Your Back* and *Never Eat Alone*. He will be featured on Total Career Success, an Internet show on VoiceAmerica Talk Radio Network, at 11 a.m. Central on Monday, July 22. The show is designed to inform and encourage listeners to achieve their career goals by featuring experts and business leaders to provide advice on job search and career advancement. Ferrazzi adapts the methodologies found in the world’s most successful behavioral change programs—from exclusive entrepreneurial and executive peer support forums to Weight Watchers and twelve-step groups—to provide people with a do-it-yourself blueprint for creating the kind of relationships and support structure that separate the great from the merely good. With a nine step action plan for creating lifeline relationship that help you learn, change and achieve your goals, Ferrazzi gives you the tools for achieving your dreams, whatever they may be.

As so much recent research has uncovered, success isn’t a result of intelligence but hard work and a unique process of collaboration. *Who’s Got Your Back* is devoted to demystifying that process, with proven and practical tactics that will have an immediate impact on what you do now and the way you think about what you could be doing in the future. Whether you are seeking to advance your career, expand your business, or find a new job, these techniques will enable you to succeed. This is not another self-help book, but the first ‘let others help’ book!

Show co-host Sheryl Dawson shared, “As an internationally renowned thought leader and consultant, Keith Ferrazzi shows us that becoming a winner in any field of endeavor requires a trusted team of advisors who can offer guidance and help to hold us accountable to achieving our goals. It is the reason Ph.D. candidates have advisory teams, top executives have boards, world-class athletes have fitness coaches, and presidents have cabinets. The specific examples throughout the interview help to apply the techniques personally. For instance, the University of Phoenix demonstrates how team learning prepares you to follow, to lead, and to work cooperatively with others to achieve results. What employer doesn’t want those abilities in an employee?”

Co-host Ken Dawson added, “There isn’t a successful person past or present who is self-made. The truth is we need people to achieve in any area of life. Keith shows you how to build trusting relationships, overcome career-crippling habits, set goals in a more powerful way, use sparring for better decisions, replace the ‘yes’ men in your life with people who will hold you accountable, and lower your guard to allow others to help you succeed. Don’t miss this enlightening and hard hitting show.”

To listen to the broadcast, please visit www.voiceamerica.com and enter Total Career Success. The show will air live at 11 a.m. – noon Central on July 22 and will then be available as an archive on the web site, or can be downloaded to MP3 players and cell phones.

Keith Ferrazzi, Executive Coach and Best Selling Author

Keith Ferrazzi transformed professional networking with his bestselling book *Never Eat Alone*, which shared the secret of his impressive climb to the top and has been recognized by *Forbes* as one of "the best business books" every year since 2005. He is known as "one of the world's most connected individuals." As founder and CEO of the business consulting firm Ferrazzi Greenlight, Keith counsels the world's top enterprises on how to dramatically accelerate the development of business relationships to drive sales, spark innovation, and create team cohesion. As a thought leader and advocate for corporate citizenship, he has rallied executives around initiatives to improve healthcare and education nationwide. He has been named a "Global Leader of Tomorrow" by the World Economic Forum and one of the most creative Americans in Richard Wurman's *Who's Really Who*. Keith was previously Chief Marketing Officer at Starwood Hotels, where he oversaw marketing activities for global brands including Sheraton, Westin, and St. Regis. Ferrazzi also served as Chief Marketing Officer for Deloitte Consulting, a leading global management consulting firm, where he developed and managed the industry's first globally integrated marketing organization. Ferrazzi serves on the Yale University Board of Alumni Governors and is also a Fellow of the Berkeley College at Yale.

For more information, visit <http://www.keithferrazzi.com>

About Total Career Success

Total Career Success is broadcast on VoiceAmerica, the world leader in Internet Talk Radio, and syndicated on World Net Radio; the show aims to engage listeners in new ways of thinking about their potential, their goals, and their future. The show hosts are Ken and Sheryl Dawson, principals of Total Career Success, Inc. and authors of *Job Search: The Total System*, 3rd edition. They have served corporations in outplacement and career development as well as talent management for 30 years in their consulting firm Dawson Consulting Group. The show presents guests who are experts in their fields to share the lessons they have learned in succeeding in their various areas of excellence and to discuss tips about a broad range of career issues, from specific career opportunities, to industries and workplace changes, to financial and advancement considerations.

For more information, visit <http://www.betterjobbetterlife.com/mediahome.shtml> and <http://www.dawsonconsultinggroup.com>

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